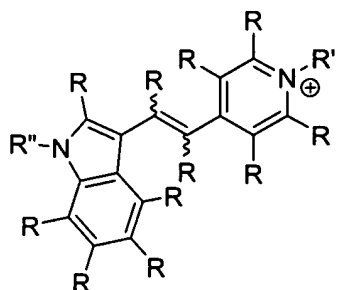


In the claims:

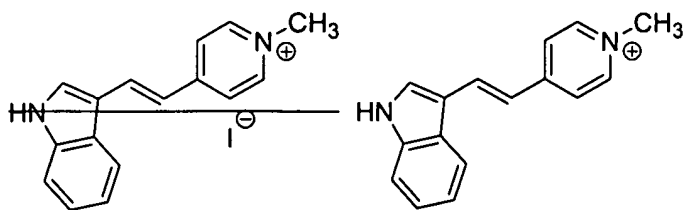
Claims 1-4 (canceled)

5. (currently amended) A method for inhibiting the proliferation and/or stimulating the differentiation of a cell or inducing cell death of the cell, comprising contacting the cell with an effective amount of one or more compounds having the general structure



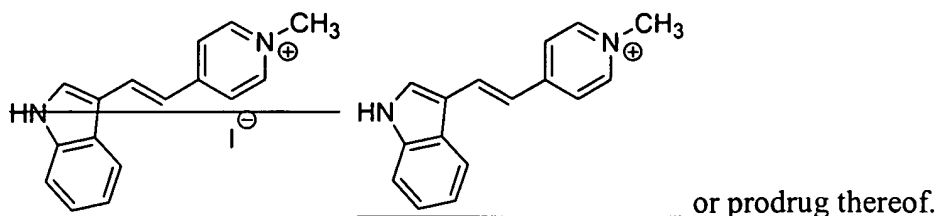
, or salt or prodrug thereof, such that the proliferation of the ~~transformed~~ cell is inhibited, or its differentiation stimulated or cell death is induced; wherein R represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or  $-(CH_2)_m-R_{80}$ ; R' represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or  $-(CH_2)_m-R_{80}$ ; R'' represents independently for each occurrence H, alkyl, heteroalkyl, aryl, heteroaryl, aralkyl, heteroaralkyl, or  $-(CH_2)_m-R_{80}$ ;  $R_{80}$  represents independently for each occurrence aryl, cycloalkyl, cycloalkenyl, heterocyclyl, or polycyclyl; and m is an integer in the range 0 to 8 inclusive.

6. (currently amended) The method of claim 5, comprising contacting the cell with an effective amount of one or more compounds selected from the group consisting of



\_\_\_\_\_ or derivative, analog, salt or prodrug thereof.

7. **(currently amended)** The method of claim 6, wherein the compound is



8. **(previously presented)** The method of claim 5, wherein the cell is subject to unwanted proliferation.
9. **(original)** The method of claim 5, wherein the cell comprises an activated form of a proto-oncogene.
10. **(original)** The method of claim 9, wherein the cell comprises a Neu or a Ras oncogene.
11. **(original)** The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 100-500 nM.
12. **(original)** The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 10-50 nM.

Claims 13-26 **(canceled)**

27. **(previously presented)** The method of claim 5, wherein R represents independently for each occurrence H.
28. **(withdrawn)** The method of claim 5, wherein R' represents independently for each occurrence H.
29. **(previously presented)** The method of claim 5, wherein R'' represents independently for each occurrence alkyl.
30. **(withdrawn)** The method of claim 5, wherein R represents independently for each occurrence H; R' represents independently for each occurrence H; and R'' represents independently for each occurrence alkyl.
31. **(new)** The method of claim 5, wherein the cell is a transformed cell.
32. **(new)** The method of claim 5, wherein the cell is subject to abnormal cell proliferation.
33. **(new)** The method of claim 32, wherein the abnormal cell proliferation is malignant.

34.    **(new)** The method of claim 32, wherein the abnormal cell proliferation is benign.
35.    **(new)** The method of claim 5, wherein the cell is a cancer cell.
36.    **(new)** The method of claim 5, wherein the cell is infected with a virus.